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ABSTRACT

A study was conducted to explore the relationships between sensation seeking--a multidimensional personality trait--and categories of leisure activity choices, mass media uses and gratifications, and television program preferences. It was hypothesized that low sensation seekers would find vicarious media such as television to be attractive leisure activities; that low levels of sensation seeking would be associated with an increased tendency to find the media an effective means for arousal control; and that certain types of highly involving television fare would be found more attractive to high sensation seekers than would less arousing fare. Subjects were 514 undergraduate students who completed a 40-item Sensation Seeking Scale. The results indicated a positive correlation between sensation seeking and participatory activities, yet also illustrated a highly variable pattern for enjoyment of mass media across dimensions of the sensation seeking trait. The "thrill and adventure seeking" subdimension was most strongly correlated with active participatory activities, whereas the "experience seeking" subdimension is related to other activities such as debating current affairs or attending plays. The "boredom susceptibility" subdimension related to both participatory and mass media activities, as did the "disinhibition" subdimension. The data also suggest that low sensation seekers are likely to use the media in very different ways than high sensation seekers. (Author/HTH)

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The Sensation Seeking Motive and Media Use

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Abstract

This study explores relationships between sensation seeking, a multidimensional personality trait, and categories of leisure activity choices, mass media uses and gratifications, and television program preferences. It was hypothesized that low sensation seekers would find vicarious media like television to be attractive leisure activities, whereas high sensation seekers would prefer participatory leisure activities; that low levels of sensation seeking would be associated with an increased tendency to find the media an effective means for arousal control; and that certain types of highly involving television fare would be found more attractive to high sensation seekers than less arousing fare. Findings supported these hypotheses. Conclusions are based on a discussion relating findings to previous and current work with the construct in mass communications and psychology.

The Sensation Seeking Motive and Media Use

The relationship between individual differences and mass media use has been explored through a variety of investigative approaches. Underlying assumptions of uses and gratifications oriented research in our field have acknowledged the active role of the audience, its linkages with psychological processes, and the importance of intervening social variables in determining motivation for exposure to mass communication (Carey & Kreiling, in press).

Though some recent research has employed experimental methods of mood state manipulation and its effects on subsequent selective exposure to the media (Bryant & Zillmann, 1984), viewer motivation has largely been determined through recall methods. It is within this framework that the study of sensation seeking has been conducted.

Exploratory work on the sensation seeking construct began in the early 1960s as an extension of sensory deprivation research (Zuckerman, 1964). At the time, drive reduction theory was the dominant paradigm adopted by behavioral psychologists in examining preference levels for environmental stimuli. However, three new lines of theoretical reasoning converged to form alternative explanations of ambiguous empirical findings. These new perspectives were:

(a) Curiosity and exploration are unique primary instincts, and do not exist merely to serve other drives;

(b) Variation in individual needs and preferences for external stimulus levels correspond to unique excitation/inhibition characteristics of the nervous system; and

(c) Primary motivating powers of stimuli are related to the degree in which they deviate from an individual's optimal level of

stimulation (OLS) and arousal (OLA).

Optimal level of arousal theory became the foundation upon which the original sensation seeking construct was built. In general, sensation seeking can be defined as "the need for varied, novel, and complex sensations and experiences, and the willingness to take physical and social risks for the sake of such experiences" (Zuckerman, 1979, p. 10). Sensation seeking may be described as either a personality trait or a transitory mood state. Since a trait is an enduring disposition to perceive and react to a wide variety of situations in a consistent manner, the sensation seeking trait is manifested in the continual seeking out of new and varied stimuli. As a mood state, sensation seeking is more accurately described as a state in which an individual experiences positive affect while participating in risky or unfamiliar situations.

In an effort to quantify the optimal stimulation needs of the individual, Zuckerman, Kolin, Price, and Zoob (1964) developed the Sensation Seeking Scale (SSS), a forced-choice questionnaire that includes items pertaining to preferences for intensitiy of sensations, novelty as opposed to routineness, and risk as opposed to security. Subsequent work by Farley (1967) and Zuckerman and Link (1968) revised and elaborated upon the original scale to yield four conceptually distinct subdimensions. In the latter study, the dimesions described were: thrill sensation seeking, social sensation seeking, visual sensation seeking, and antisocial sensation seeking. Interestingly enough, only the first two dimensions emerged as significant in female subjects. These original four subdimensions have been redefined in the current form of the SSS as :

1. Thrill and Adventure Seeking (TAS). This dimension of sensation seeking involves physical risk-taking and a strong reliance on

direct participation in activities involving speed or danger, like parachute jumping, scuba diving, or motorcycle riding.

2. Experience Seeking (ES). The second dimension of this trait is expressed by a willingness to seek new experiences by engaging in nonconformist lifestyles. Experience seekers are individualistic and have in the past been described as "bohemians" or "hippies."
3. Disinhibition (Dis). The disinhibition dimension of the sensation seeking trait can be described as a preference for spending time going to "wild parties," using drugs and acohol freely, and having a variety of sexual partners.
4. Boredom susceptibility (BS). This dimension demonstrates a low tolerance for repetitious experiences. Those who score high on this dimension are characterized as "restless."

Early in the 1970s, Zuckerman's research focused on a search for posssible biological correlates of the sensation seeking motive. It was believed that the basis of the tendency to seek out novel stimuli could perhaps be determined by testing variance in the orienting reflex (OR) and its habituation rate. Sokolov (1960) originally conceived of the orienting reflex as a non-specific response evoked by any stimulus change that is perceived, and that this reflex is extinguished or habituated by repetition of the same stimulus. Neary and Zuckerman (1976) hypothesized that high sensation seeker have an excitatory central nervous system (CNS) and would therefore react with large OR responses, but that when stimuli were repeated, high sensation seekers would habituate more slowly than low sensation seekers. Results showed that although high sensation seekers did indeed tend to be more arousable with respect to initial ORs, they did not differ with the low sensation seekers in habituation rates.

Others (Buchsbaum and Pfefferbaum, 1971) also found correlations with sensation seeking and specific brain activity patterns. Buchsbaum found what was believed to be an even more direct measure of the "excitable CNS" than the OR provided. These findings showed that undergraduate college students who scored high on the SSS tended to be "augmenters" (that is, they displayed an increase in amplitude of the AER, or average evoked response of the cortex as stimulus intensity increased), whereas low sensation seekers tended to be "reducers" (they displayed decreased amplitudes as the stimulus increased in intensity). Based on results which supported these hypotheses, Zuckerman, Murtaugh, and Siegel (1974) designed a somewhat methodologically different procedure to verify the previous findings. Interestingly, the Disinhibition dimension of the SSS correlated most highly with augmenting. High and low Disinhibition subjects were retested, but differences between groups were significant only at the highest stimulus intensities, a fact that was attributed to the intervention of some kind of central inhibitory mechanism. The data in these studies suggest that the uninhibited behavior tendency exhibited by sensation seekers may be dependent on individual characteristics of the nervous system.

An excellent review of the research in this area was compiled by Zuckerman, Buchsbaum and Murphy (1980) which mentions other correlates that will be briefly outlined here. Certain enzymatic levels in the blood seem to constitute reliable biological traits. Monoamine oxidase, a neuromodulator that catalyzes biogenic amines like norepinephrine, dopamine, and serotonin, has been linked to the display of pleasure-seeking tendencies in humans. High levels of MAO in peripheral blood samples indicate correspondingly high levels of neurotransmitters (biogenic amines) that are chemical mediators for the brain's reward system. Results are mixed,

however, with regard to a consistent correlation between high-MAO-level individuals and high SSS scores. Kish and Busse (1968) provide further elaboration on the range of correlates to be found within and among individuals and sensation seeking. They explored age factors, intelligence and education measures, and several perceptual aptitudes (spatial and numerical). It was determined that, in general, older individuals score noticeably lower on the SSS than younger individuals, (perhaps due to the fact that having more experience with a wider variety of situations makes fewer situations seem truly novel). In addition, there was a strong positive relationship between the SSS score received by an individual and education level. Kish and Busse felt that the relationship observed with education in fact reflected an intelligence level association, but admitted that results were somewhat confusing (some problems may exist due to the expressly verbal nature of the test). High sensation seekers were found to exhibit high spatial and form perception abilities as well.

Although taken as a whole, most of the research supports the notion of biological bases for this personality trait, not all findings have been replicated. A study by Kohn, Hunt, and Hoffman (1982) produced contradictory AER results when compared with those of Buchsbaum and Pfeffbaum, and Zuckerman, Murtaugh and Siegel. In the Kohn et al. study, stimulus-intensity reducing, not augmenting, was associated with sensation seeking. This study incorporated several different measures of stimulation seeking. Correlated with augmentation-reduction were Vando's Reducer-Augmenter Scale (RAS), Zuckerman's Sensation Seeking Scale (SSS), and Mehrabian and Russell's measure of Arousal Seeking Tendency (AST). It was statistically determined by the authors that the General SSS scale correlated with both of the other measures involved. Due to some rather

unclear definitions of just what an augmenter or reducer really is (the authors seem to think that augmenters compensate for their amplification of stimuli by avoiding overly-stimulating situations), these results are difficult to evaluate in light of previous work. Apparently, there is convergence among some of the subfactors of the scales, but divergence among others. Future research could do much to elucidate these types of conflicting results.

Another side to consideration of biological correlates of personality traits are the resultant implications for genetic inheritance of such variables. In a study involving 422 pairs of twins, Fulker and Eysenck (1980) conducted a large-scale replication of inconclusive previous findings to determine the possibility of these correlates. They found that: (a) more than half of the variance in the total sensation seeking score was attributable to heredity; and (b) about 70 percent of the genetic variation in sensation seeking was due to a general factor common to both sexes. The Thril and Adventure Seeking and Disinhibition subdimensions showed the greatest sex differences, and although these results are presently unclear, Fulker and Eysenck speculate that a relationship between sensation seeking and gonadal hormones.

Turning to existing literature on sensation seeking and media use, one might well be disillusioned having read Zuckerman's own assessment that "[w]atching television does not relate to change seeking at all, which is not surprising to me from my periodic sampling of that tedious medium." (Zuckerman, 1979, p. 248). While this statement may express preferences as seen in considering the main effects for the trait in a very general sense, given the significant differences in subdimensions discussed in the literature, the media could very well be used in a multitude of ways by

sensation seekers of different sorts. Furthermore, the spatial and perceptual aptitudes of sensation seekers, their preference for visually complex fields, and their capacity for vivid fantasizing suggest that media may fulfill important intellectual needs.

The past decade has seen only limited work in this area. Yet, identification of some important relationships has occurred. In 1976, Tims investigated the possibility of individual personality traits serving to explain why the media function as a suitable activity for some individuals, but not others. Reasoning that established data in the field support the arousal abilities of television and film, desire for different levels of arousal might accordingly determine selective exposure to and uses of the mass media. It was also hypothesized in this study that high sensation seekers would be likely to enjoy high-action, crime-oriented prime time programs more than nonarousing fare, and that high sensation seeking would be associated with public affairs, liberal political orientation and political participation, and watching the news for surveillance functions. A large (N=568) sample of male and female undergraduates completed the SSS. Only two of the four subdimensions discussed above were examined in this study, TAS and ES. Results showed that political interest and identification were positively associated with high levels of sensation seeking, that increased "arousal potential" of a particular program refelects a corresponding increase in sensation seeking level (most noticeably with sports programming), but that overall, high sensation seeking was not related to watching television for political motivation. Uses of television and other mass media showed fairly similar negative relationships between sensation seeking subdimensions investigated and gratifications like escape, relaxation, or keeping from being lonely. Thus,

we see uses of the mass media that are consistent with the qualities of an active, unconventional, risk-liking, hedonistic individual described initially by Zuckerman and his colleagues.

Recent mass communications research has not often approached study involving the sensation seeking trait with the possible ramifications of subdimensional variations in mind. Bryant and Zillmann ((1983) describe low sensation seekers as "sensation avoiders" who prefer relaxing as opposed to arousing television fare. Following the inducement of either a state of boredom or stress in subjects, (it has been hypothesized by some that anxiety is induced merely by participating in laboratory studies) they observed program selection choices, and physiological measurements were taken to determine relationships between program choice and mood state. It was found that subjects under stress selected approximately equal amounts of exciting and relaxing shows, whereas bored subjects overwhelmingly chose to watch arousing ones. No measure was taken to account for individual differences, and personality traits were considered post hoc in this study. Perhaps the high sensation seekers (if there were any in this sample) were little affected by any of the television programs, having been aroused to a state where only participatory activities unrelated to television viewing were attractive means of arousal control.

Bryant (1985) examined three theoretical arousal models to explain variation in enjoyment of the climax and resolution of television drama among subjects. A comparison between the sensation seeking construct, Berlyne's arousal-jag model (1960), and Zillmann's excitation transfer rationale (1978) provided some support for each explanation of enjoyment of suspenseful drama, but results most clearly supported an association with the excitation-transfer concept. Bryant reported that subjects who were

high sensation seekers tolerated affective disturbances to a greater degreee than low sensation seekers, but no significant difference was reported in mean enjoyment ratings. Again, one possible interpretation of these results could be that the amount of enjoyment generated by the programs chosen was not consistent with that required for high sensation seekers. In addition, it should be noted that this investigation did not incorporate meaures of all four subdimensions of the SSS, which could explain the affective variances as well.

Other related studies have found relationships between levels of sensation seeking and reduction of work-induced stress (Wakshlag, Tims, Fitzmaurice, Hancock, & McCarthy, 1985), and selective exposure to horror films (Tamborini & Stiff, 1984; Sparks, 1984). At this point in our knowledge about the construct as it relates to patterns of media exposure and use, further work in clarification of subdimensional preferences seems to be most promising.

As Tims (1976) noted, the integration of personal needs with intervening social factors in determining mass media exposure patterns is important to keep in mind (Webster & Wakshlag, 1983), but such awareness does not preclude the significance of examining the variables as separate phenomena. This study is directed toward furtner clarification of the manner in which the sensation seeking trait affects broad categories of leisure activity choices, mass media uses and gratifications, and television program preferences. In view of the multidimensional nature of the sensation seeking trait, high sensation seekers should display varying preference levels for participatory and vicarious activities. However, overall we should see a greater preference among high sensation seekers than among low sensation seekers for participatory (such as those involving a

change in physical orientation) rather than vicarious (passive) media-related activities. Regarding media uses and gratifications, low sensation seekers should show a greater tendency toward using the media as a mechanism for arousal control, since it has the capacity to generate low to moderate states of arousal with minimal effort required on the part of the viewer. Predictions as to the relationship between sensation seeking levels and program preferences are that the patterns seen between subdimensions--the need for increasing, maintaining, or reducing level of arousal will emerge. In general, those individuals who are low sensation seekers will find most all categories more stimulating than will high sensation seekers, who prefer to engage in activities other than television viewing.

Method

Respondents were 514 undergraduate students at a large midwestern university who completed the 40-item Sensation Seeking Scale (Form V) embedded in a larger onmibus university survey dealing with lifestyle preferences. All respondents received class credit for participation.

Measurement of Sensation Seeking

The Sensation Seeking Scale (Form V) is composed of 40 forced choice items. Scores range from zero to 40 for the composite scale, and from zero to ten for each of the four subdimensions. The scores are computed as the number of "sensation seeking" alternatives selected.

In this study the mean composite score was 21.1 with a standard deviation of 5.8. This is very much in keeping with the college population norms reported by Zuckerman (1979). The means and standard deviations for each of the subdimensions are: Thrill and Adventure Seeking, 7.2 amd 2.4; Experience Seeking, 5.0 and 1.9; Boredom Susceptibility, 3.4 and 1.9; and

Disinhibition, 5.7 and 2.7.

Dependent Variables

Leisure Activities. Respondents were given a list of 14 different leisure activities, ranging from direct participatory involvement (e.g., playing football) to strictly vicarious involvement (e.g., watching television). The activities were grouped into three major categories: participatory, mass media centered, and individual media centered. Respondents were asked how much they enjoyed participating in each of the 14 activities. Responses were based on a seven-point scale ranging from very much to not at all (see Table 1).

Television Gratifications. Respondents were given a list of eight different reasons people usually give for watching television, and were asked to indicate the extent to which they watched for these reasons. Responses were based on a seven-point scale (e.g., very useful to not at all useful).

Television Program Preferences. Program preferences were measured by asking respondents to indicate which of two program types they would prefer to watch. Comparisons of this type were made for all possible unordered pairings (N=36) of nine major program types: crime-adventure, situation comedy, soap operas, sports, cultural, adult films, feature films, news and information, and game shows. These preference measures formed the basis for summative preference indexes for the nine program categories. Scores for each index ranged from zero (program type was never selected as the preferred alternative) to eight (the program type was universally selected as the preferred alternative).

Results

Sensation Seeking and Enjoyment of Leisure Activities

It was hypothesized that higher levels of sensation seeking would be

associated with greater enjoyment of participatory leisure activities and that lower levels of sensation seeking would be associated with greater enjoyment of more vicarious, or mediated, forms of activity. Table 1 reports the correlations between sensation seeking as measured by the total score and each of the four subdimensions, and the 14 leisure activities asked about. Based on the overall sensation seeking scale, we find significant positive correlations between sensation seeking and enjoyment of participatory leisure activities, no relationship between sensation seeking and enjoyment of individual media (novels and video games), and a mixed pattern of significant correlations for enjoyment of mass media fare. The data reveal significant positive correlations between sensation seeking and enjoyment of adult films and watching football games on television, and significant negative correlations between sensation seeking and enjoyment of watching television, watching movies on television, and enjoyment of feature films.

The data also show considerable differentiation between the sensation seeking subdimensions with regard to enjoyment of leisure activities. For example, while attending plays is significantly associated with <u>higher</u> levels of experience seeking, it is also significantly associated with <u>lower</u> levels of disinhibition. Similarly, we find a very strong association between enjoyment of adult films and higher levels of disinhibitions ($r = .34$, $p < .001$) but no relationship between the enjoyment of adult films and experience seeking. This fact makes the direct interpretation of the overall sensation seeking score somewhat misleading, since for many of these activities we find only one or two subdimensions actually accounting for the observed covariation.

Insert Table 1 about here

Examining each subdimension independently, we in fact find four distinct patterns of relationships. For the TAS subdimension, the leisure activities most strongly associated are clearly those involving active participatory involvements (e.g., playing football, attending football games, and taking trips). In contrast, the ES subdimension is most strongly related to debating politics, sex, and religion, attending plays, and (negatively), watching television. The BS dimension is significantly related to only one of the participatory activities asked about (attending concerts), but is significantly associated with three of the four mass media activities, two in a negative direction (attending movies and watching television) and one in a positive direction (attending adult films). The Dis subdimension show the strongest associations with leisure activities. Positive correlates include watching adult films, attending football games, attending concerts, playing football, watching football games on television, and taking trips. Negative correlates include attending plays, reading popular novels, and attending movies.

Sensation Seeking and Television Gratifications

It was also hypothesized that low levels of sensation seeking would be related to an increased tendency to perceive television as an effective mechanism for arousal control. Table 2 presents the zero-order correlations between sensation seeking and eight television gratifications commonly mentioned by viewers. It can be seen that sensation seeking, as defined by all four of the subdimensions, is significantly negatively correlated with the use of television to keep from being lonely. In other words, low sensation seekers are more likely

to turn to television as a source of companionship than are high sensation seekers.

Insert Table 2 about here

Sensation seeking is also significantly negatively correlated with watching television to relax, and using it as a source of entertainment, although in both of these cases the relationships do not hold across all four of the subdimensions. For example, the TAS subdimension is negatively associated with using television as a source for entertainment, while the ES subdimension shows a significant positive association. It can be seen that the ES dimension is negatively associated with the use of television as a means for spending time with other people while the Dis dimension is positively associated with this use of television. Experience seekers, then, are unlikely to find television viewing an attractive social activity, while those scoring high on the disinhibition dimension may find television to be quite an attractive social activity.

Sensation Seeking and Television Program Preferences

Table 3 shows that only two of the nine program categories asked about are positively correlated with sensation seeking--adults films and sports programs. On the other hand, game shows, soap operas/dramas, and situation comedies are all negatively correlated with sensation seeking. While this pattern of preferences is generally similar across the four subdimensions, there are several significant variations associated with the ES subdimension. For this dimension we find a significant positive relationship for cultural programming and no relationship with either sports or adult programming. In general, it can be seen that despite the relative unattractiveness of

television viewing as a leisure activity for sensation seekers, this personality trait is significantly related to television program preference in predictable ways.

Insert Table 3 about here

Discussion

This study's findings indicate an overall positive correlation between sensation seeking and participatory activities, yet also illustrate a highly variable pattern for enjoyment of the mass media across subdimensions of the sensation seeking trait. Such multidimensionality suggests that we should consider effects across all subdimensions in order to get a clear picture of how sensation seeking can shape an individual's life choices. Such consideration has been lacking in past research, and this study is an effort to begin to elucidate more complex patterns of individual behavior as it relates to media use. Results of this study showed that each subdivision of the SSS reflected a different pattern of preference for leisure activities. The Thrill and Adventure Seeking subdimension is most strongly correlated with active participatory activities, whereas the Experience Seeking subdimension is related to other types of activity like debating politics, sex, religion, and attending plays. The Boredom Susceptibility subdimension relates to both participatory and mass media activities (attending concerts and going to adult films), and the Dis subdimension indicates strong associations with enjoying mass mediated and participatory activities.

These data also suggest that low sensation seekers are likely to use the media in very different ways than high sensation seekers. In accordance with our hypotheses, sensation seeking, across all four subdimensions, was

negatively correlated with using television to keep from being lonely. When looking at the specific subdimensions, other patterns for achieving gratification through television use emerge. The TAS subdimension is negatively correlated with using television as an entertainment mechanism, which stands to reason, given that individuals scoring high on this subdimension prefer to engage in more active, risky activities. However, the ES subdimension does show a positive correlation between entertainment and television use. Experience seekers do not, on the other hand, find watching television an attractive social activity as do disinhibition seekers. Findings of this study replicate those of Tims (1976) and support our hypothesis that television is seen as an effective mechanism for arousal control by low sensation seekers more than high sensation seekers.

Positive correlations between sensation seeking and program preferences are limited. Across the four subdimensions, only adult films and sports programs seem to be attractive to sensations seekers. However, as was seen in other comparisons, there do exist some significant variations among subdimensions. Experience seekers prefer cultural programming over other kinds, including sports and adult films.

Future work on sensation seeking will no doubt continue to incorporate study of biological correlates (Zuckerman, 1979). Though the picture is far from complete, consideration of psychological variables like neurochemical and hormonal balances within the individual may provide new bases for understanding motivation and use of the media not merely in the light of transitory states, but enduring personality traits.

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TABLE 1

Correlations Between Enjoyment of Leisure Activities and Sensation Seeking

	Sensation Seeking Dimensions				
Leisure Activity	Total	TAS	ES	BS	DIS
Participatory Activities					
Attend Concerts	.20	.10	.10	.08	.2[illegible]
Attend Plays	.03	.12	.16	-.05	-.14
Play Football Games	.20	.25	.00	.06	.19
Attend Football Games	.16	.16	-.04	.00	.27
Take "Road" Trips	.12	.13	-.02	.03	.17
Debate Politics, Sex, or Religion	.14	.08	.20	.06	.05
Mass Media Activities					
Attend X-Rated Movies	.23	.10	.01	.11	.34
Watch Football Games on TV	.11	.1[illegible]	-.04	.03	.18
Attend Movies	-.11	.01	-.08	-.12	-.10
Watch TV	-.17	-.14	-.16	-.11	-.03
Watch Movies on TV	-.14	-.08	-.13	-.11	-.06
Individual Media Activities					
Read Popular Novels	-.01	.10	.08	-.07	-.13
Play Arcade Video Games	.03	.08	-.06	-.02	.05
Listen to Records and Tapes	.08	.00	.01	.03	.08

Note: All correlations > .08 $p < .05$.

TABLE 2

Correlations Between Television Gratifications and Sensation Seeking

	Sensation Seeking Dimensions				
Television Used To ...	Total	TAS	ES	BS	DIS
Keep From Being Lonely	-.21	-.16	-.14	-.17	-.10
Relax When At Home	-.10	-.03	-.09	-.05	-.12
Be Entertained	-.09	-.14	.12	-.07	.05
Experience Unusual People and Places	-.04	.01	-.04	-.02	-.03
See What Is Going On In The World	-.05	-.04	-.06	-.06	-.05
Avoid Thinking About Things	.02	.03	.03	-.02	.02
Spend Time With Other People	-.01	-.03	-.09	-.05	.12

Note: All correlations $> .08$ $p < .05$.

TABLE 3

Correlations Between Television Program Preferences and Sensation Seeking

	Sensation Seeking Dimensions				
Television Program Type	Total	TAS	ES	BS	DIS
Game Shows	-.18	-.14	-.17	-.11	-.06
Soap Operas/Drama	-.16	-.19	-.02	-.10	-.09
Sports	.16	.17	-.02	.11	.15
Adults Films	.14	.03	.00	.08	.24
Situation Comedy	-.09	-.12	-.08	-.01	-.04
Crime-Adventure	-.01	.05	-.04	-.05	.02
Classical Music/Dance	.02	.01	.17	.00	-.11
News and Information	.01	.10	.02	.02	-.12
Feature Films					

Note: All correlations > .08 $p < .05$.